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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, FEBRUARY 5, 1951</u>			
Monday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW: NEW SUMMER COLLECTION Paul Adler Originals will present the first collection of advance Summer spectator sportswear and country club fashions at a press preview and cocktail party in their newly-opened showrooms. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M. Publicity:</u> Viola Shefer, PL. 3-3173.	PAUL ADLER ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Beginning Monday Feb. 5	OPENING OF SUMMER DRESS COLLECTION Opening of Leonard Arkin's Summer collection of "dresses to suit", at 10:30 A.M.; 1:30 P.M.; 3:30 P.M. daily. Publicity: Ann Rabin, WI. 7-5324.	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Monday Feb. 5	SHOWING OF SUMMER COLLECTIONS Presentation of complete Summer collections designed by Madeleine Fauth of Arkay Junior Frocks, Inc.; Anne Fogarty of Margot Dresses, Inc.; and Rappi of Junior Formals, Inc. Daily showings, beginning Mon., Feb. 5. Press invited. Publicity: Louis Kallish, LO. 5-2626.	ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM-19TH & 20TH
Beginning Monday Feb. 5	SHOWING OF SUMMER COLLECTION Presentation of Georgia Bullock's Summer dress collection at daily showings in the permanent N.Y. showroom. By appointment. Contact: Terry Fry, LO. 5-4762.	GEORGIA BULLOCK, INC.	350 FIFTH AVENUE SUITE 5708
Beginning Monday Feb. 5	OPENING: SUMMER SUIT AND COAT COLLECTION Showing of the Summer suit and coat collection by George Jablow & Co., Inc., at 10:30 A.M. and 2:00 P.M. daily. Contact: Arthur Jablow, PE. 6-7530.	GEORGE JABLOW & CO.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Beginning Monday Feb. 5	SHOWING OF IMPORTED SWEATERS FOR SPRING Spring and Summer collection of imported wool and wool jersey sweaters from Vienna, Austria and Paris, by the Lana Knitwear Division of Perutz Brothers. Press invited. Publicity: Dorothy Iverson, OR. 9-1500.	LANA KNITWEAR DIV., PERUTZ BROS., INC.	689 FIFTH AVENUE SHOWROOM
Beginning Monday Feb. 5- Feb. 14	SPECIAL EXHIBIT OF VALENTINE PAINTINGS Celebrities of the stage, screen, radio and television will submit their amateur painting interpretations of a Valentine, at an exhibit for the benefit of the N.Y. Heart Association. \$500 will be donated by Richard Hudnut to the Heart Association in the name of winning artist. Open to public, Feb. 5 through Feb. 14, at the Richard Hudnut Salon. Contact: Virginia Dickson, Robert S. Taplinger Associates, PL. 9-7979.	N.Y. HEART ASSOCIATION	RICHARD HUDNUT SALON 691 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 5	OPENING OF SUMMER DRESS COLLECTION Opening of Margaret Newman's Summer collection of cotton and silk dresses at continuous daily showings. Contact: LA. 4-4277.	MARGARET NEWMAN ORIGINALS, INC.	525 SEVENTH AVENUE PENTHOUSE
Beginning Monday Feb. 5	OPENING OF SUMMER COLLECTION Adele Simpson will present her Summer collection at 10:00 A.M. daily. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM-23RD FLOOR

OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD

<u>MONDAY, FEB. 5</u>			
Sport-Craft, Inc.	10:30 A.M. and 2:30 P.M. daily	550 7th, LA.	4-9724
Star-Maid Dresses	10:30 A.M. and 2:30 P.M. daily	498 7th, PE.	6-0444
<u>TUESDAY, FEB. 6</u>			
Adler & Adler, Inc.	10:30 A.M. daily	550 7th, BR.	9-9600
Kane-Weill	10:30 A.M. and 2:30 P.M. daily	498 7th, LO.	5-3041
<u>WEDNESDAY, FEB. 7</u>			
Davidow	10:30 A.M. daily	550 7th, PE.	6-6909
David M. Goodstein	10:30 A.M. and 2:30 P.M. daily	550 7th, LA.	4-2577
Mutual-Rosenbloom	10:30 A.M. and 2:30 P.M. daily	498 7th, CH.	4-6221
<u>THURSDAY, FEB. 8</u>			
Charles W. Nudelman	10:30 A.M. and 2:30 P.M.	550 7th, LA.	4-1254
	Thereafter, at 10:30 A.M. only		
Zoltan Rosenberg Co.	2:30 P.M. daily	550 7th, LA.	4-6691

Beginning Monday Feb. 5	FOGA TO SHOW SUMMER LINES Summer openings by members of Fashion Originators' Guild of America: <u>MONDAY, FEBRUARY 5</u> Deitsch, Wersba & Coppola A. Goodman & Co., Inc. Horwitz and Duberman, Inc. Nat Kaplan, Inc. Nathan-Strong, Inc. Paul Parnes Corp. Adele Simpson, Inc.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. LARRY L. ALDRICH CO. BEN BARRACK, INC. ELDRIDA, INC. JOSEPH HALPERT, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS BEN REIG, INC. HERBERT SONDHEIM, INC. HANNAH TROY, INC. ED GERRICK, INC.	MANUFACTURERS' SHOWROOMS GUILD OF AMERICA: <u>WEDNESDAY, FEBRUARY 7</u> CAPRI FROCKS, INC. BEN J. GAM, INC. RUDOLF GOWNS MARTIN SIMON <u>THURSDAY, FEBRUARY 8</u> GRABOIS FRED GREENBERG DRESS DAVID LEVINE CO. PARNIS-LIVINGSTON FRANK STARR, INC.
Publicity: Leonard W. Gendler, Exec. Sec'y, CH. 4-6945.			

Tuesday Feb. 6 10:30 A.M.	PRESS PREVIEW: SUMMER COLLECTION Jane Derby will present her Summer collection at a preview for the press, By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	785 FIFTH AVENUE SHOWROOM-5TH FLOOR
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Tuesday Feb. 6 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING MILLINERY Saks Fifth Avenue will invite the press to a preview of the Spring custom millinery collection, designed by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 6 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Bonnie Cashin's Summer collection, designed for Adler & Adler. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 6 4:00 P.M.	PRESS & TRADE SHOWING OF SUMMER COLLECTION Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Summer fashions for juniors to the press and trade. Contact: WI. 7-5374. Press by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday Feb. 6	OPENING OF SUMMER COLLECTION Junior Accent will present the Summer collection, designed by Eloise Curtis, at continuous daily showings in the new showrooms. Contact: LO. 4-1434.	JUNIOR ACCENT	1400 BROADWAY SHOWROOM-32ND FLOOR
Beginning Tuesday Feb. 6	OPENING OF SUMMER COLLECTION Claire McCardell's Summer collection will be presented at 2:30 P.M. daily. By appointment. Contact: Bette Anne Brown, LO. 4-2155.	CLAIRE MCCARDELL FASHIONS BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Feb. 6	OPENING OF SUMMER DRESS COLLECTION Joseph Halpert will present the Summer dress collection at 10:30 A.M. and 2:30 P.M. daily. Contact: Dorothy Wise, WI. 7-7400.	JOSEPH HALPERT, INC.	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Beginning Tuesday Feb. 6	OPENING OF SUMMER COLLECTION Presentation of Arrowhead's Summer collection at continuous daily showings. Contact: Margaret Shelley, LA. 4-0111.	ARROWHEAD PLAYCLOTHES CORPORATION	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Beginning Tuesday Feb. 6	OPENING OF JUNIOR SUMMER COLLECTION Jerry Greenwald will present the late Spring and Summer collection of junior dresses and ensembles, designed by Lee Evans, at continuous daily showings. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Tuesday Feb. 6	INFORMAL OPENING OF SUMMER COLLECTION Maria Krum will present her Summer collection at an informal opening, Tuesday, Feb. 6 at 10:30 A.M.; (also, a special group of mother-of-the-bride and June wedding fashions). Contact: Sally Krum, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Beginning Tuesday Feb. 6	OPENING OF SUMMER GOWN COLLECTION Philip Hulitar will present his Summer collection of "After Five" gowns for cocktail, dinner and evening wear at 10:00 A.M. and 2:00 P.M. daily. Contact: CO. 5-7145. Publicity: Mollie Baldwin, MU. 4-1822, or LE. 2-4281.	PHILIP HULITAR, INC.	11 WEST 46TH STREET SHOWROOM-4TH FLOOR
Beginning Tuesday Feb. 6	OPENING OF SUMMER DRESS & SUIT COLLECTION Hannah Troy will present the collection of Summer dresses, suits and costumes in Hannah Troy Originals and Troy Petites at 1:00 P.M. daily. Contact: LO. 3-0988.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 7 9:30 A.M. Breakfast	PRESS & TRADE PREVIEW OF SUMMER COLLECTIONS "When A Body Meets A Body"--breakfast preview for the press and trade of two new Summer collections, including bathing suits, playclothes, sun dresses and coordinates, designed by Frances Sider. By invitation. Continuous daily trade shows, beginning Feb. 8. Contact: Virginia Marsh, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Wednesday Feb. 7 1:00 P.M. Luncheon	CEIL CHAPMAN FASHIONS AT LUNCHEON SHOW Jay Thorpe will present a showing of Ceil Chapman fashions for Spring. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Ceil Chapman Contact: Alto G. Schiffrine, LA. 4-5800. Jay Thorpe Publicity: Elaine Kanners, JU. 6-1000, Ext. 104. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 7 3:30 P.M. Cocktails	SWISS FABRIC SHOW OF LUXURY COTTONS Eighth annual presentation to the press and retail trade of fashions in luxury Swiss cottons, selected from the current Summer collections of more than thirty-five leading designers and manufacturers. Included will be town and country wear; cocktail and evening dresses; wedding and bridesmaids' gowns; blouses and separates; childrens' and teen-age party frocks. Commentators: Dorothy L. Wallis (d.l.w.) and Nancy Craig. By invitation and ticket only. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & N. Y.	HOTEL PIERRE GRAND BALLROOM
Beginning Wednesday Feb. 7	OPENING OF SUMMER DRESS COLLECTION Summer dresses by Miss America will be presented at daily showings; also, a new group of separates by designer Rose Barrack. Contact: Polly McGuiston, CH. 4-6030.	MISS AMERICA	530 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Thursday Feb. 8 10:00 A.M. Breakfast	PREVIEW: JACQUES FATH SPRING COLLECTION Lord and Taylor will present the Jacques Fath Spring into Summer dress collection, made in America for Joseph Halpert, at a showing for newspaper fashion editors. By invitation. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Thursday Feb. 8 11:00 A.M.	PRESS SHOWING OF SPRING & SUMMER HATS Don Marshall will invite the press to a showing of his millinery collection for Spring and Summer. By invitation only. Contact: PL. 8-2678.	DON MARSHALL, INC.	53 EAST 54TH STREET SALON
Thursday Feb. 8 12:00 Noon	INTRODUCTION OF NEW PRODUCT The household editors will be invited to a luncheon by Proctor & Gamble, at which a new detergent will be introduced. Strictly by invitation. Publicity: Pauline Bowie, TE. 8-5000.	PROCTOR & GAMBLE	SHERRY-NETHERLAND CARNAVAL ROOM
Thursday Feb. 8 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a Spring collection, designed by Sophie at a luncheon show. (First of a series of fashion shows from designer collections featured by Saks Fifth Avenue). Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 8 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON FASHION SHOW William J. will present a collection of Spring millinery, coordinated with accessories from Pelan Custom Shop. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. William J. Contact: PL. 9-3896. Plaza Fashion Show Director and Commentator: Mary Alice Rice, CI. 6-1790.	WILLIAM J. INC. (134 EAST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 8 1:00 P.M. Luncheon	"SWEETHEART HATS" AT LUNCHEON SHOWING The Millinery Fashion Bureau will present "Sweetheart Hats"---a showing of new millinery created by leading milliners for Valentine's Day. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	MILLINERY FASHION BUREAU	RITZ-CARLTON HOTEL OVAL ROOM
Thursday Feb. 8 3:00 P.M.	FASHION PRESENTATION AT BENEFIT SHOW Special benefit show for the Brandeis Hadassah, with Kiviette's Summer cottons, cocktail and evening gowns; also, American Sportator fashions by Joseph Guttman. Publicity: Cannon-Miles, PL. 3-7072. Public by reservation only. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	KIVIETTE; & JOSEPH GUTTMAN	HOTEL PIERRE COTILLION ROOM
Thursday Feb. 8 3:00 P.M.	PREVIEW OF SUMMER COLLECTION FOR PRESS Anna Miller will present her Summer collection to the press. By invitation only. Trade showings, <u>beginning Monday, Feb. 12 at 10:30 A.M. and 2:30 P.M. daily.</u> Contact: Dorothy Lambert, CH. 4-3966.	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Beginning Friday Feb. 9 12:30 P.M.	OPENING OF SUMMER COLLECTION Carolyn Schnurer will present her Summer collection daily at 12:30 P.M. (box luncheon); and 3:30 P.M. (Showings for resident buyers at 9:30 A.M. on Wednesday, Feb. 7; and Thursday Feb. 8. All invitations have already been issued). Contact: Lee Walker, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Friday Feb. 9 2:30 P.M.	PREVIEW OF FASHIONS IN FRENCH FABRICS Sylvan Rich will present a fashion show to the press in Paris and New York simultaneously. Showing of a group of Martini Designed and Diminutives Summer fashions, made entirely of French fabrics. (Fashions flown to Paris via Air France to be shown at the Ledoyen Restaurant on the Champs Elysses, with Lucy Noel, fashion editor of the Paris Herald Tribune as master of ceremonies). By invitation only. Publicity: Mildred Kaldor, MU. 9-5420, or Ritz Hotel, Paris.	MARTINI DESIGNED: DIMINUTIVES, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Beginning Monday Feb. 12 10:30 A.M.	OPENING OF SUMMER COLLECTION Sam Friedlander will present his Summer collection daily at 10:30 A.M. Contact: PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM-25TH FLOOR
Monday Feb. 12 12:30 P.M. Luncheon	SPRING COLLECTION AT LUNCHEON SHOW Saks Fifth Avenue will present a Spring Collection by Jo Copeland of Pattullo. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 12	LINCOLN'S BIRTHDAY (Monday).		
Tuesday Feb. 13 9:30 A.M. Breakfast	PRESS & TRADE PREVIEW: SUMMER COLLECTION Janice Milan will present the Summer collection, designed by Mr. Sidney, at a breakfast preview for the press and trade. By invitation only. Contact: Barbara Fields, LO. 4-7940.	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Presentation of B. H. Wragge Summer collection. By invitation only. Publicity: Molly Porter, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday Feb. 13 12:15 P.M. Luncheon	TWENTIETH ANNIVERSARY LUNCHEON CELEBRATION The Fashion Group will celebrate its Twentieth Anniversary at a luncheon. Speaker: Dorothy Shaver, president, Lord & Taylor, whose subject will be "Department Stores--Crossroads of Community Life", Chairman; Eleanor W. Howard. Price (tax and tip included): \$4.00 for members; \$4.50 for guests (members may bring guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
Tuesday Feb. 13 1:00 P.M. Luncheon	TALL GALS FASHIONS AT LUNCHEON SHOWING "The Importance Of Being Tall"--presentation of Peg Newton's Spring and Summer wardrobe collection for tall gals during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Peg Newton Publicity: Donna Cannon, PL. 3-7072. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	PEG NEWTON	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Feb. 13 2:00 P.M.- 5:00 P.M.	"SEEDS OF FASHION" PRESS PREVIEW Preview of exhibit "Seeds Of Fashion"--tracing The Costume Institute in action during its five years at The Metropolitan Museum. Open to public: <u>Friday, Feb. 16.</u> Contact: Lillian Green, TR. 9-5500.	THE COSTUME INSTITUTE	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Beginning Tuesday Feb. 13	OPENING OF SUMMER COLLECTION Presentation of Talmack's Summer collection of dresses and suits, designed by Helen Clifford, at 1:00 P.M. and 4:00 P.M. daily. Contact: Cassie McMahon, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Beginning Tuesday Feb. 13	OPENING OF SUMMER DRESS COLLECTION Opening of the Varden Dress and Varden Petite collection for Summer at 1:00 P.M. and 4:00 P.M. daily. Publicity: Betty Hansom, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday Feb. 13- Feb. 14	WESTMINSTER KENNEL CLUB DOG SHOW Annual Westminster Kennel Club Dog Show. Contact: PL. 5-8592.	WESTMINSTER KENNEL CLUB	MADISON SQ. GARDEN 50TH ST. & 8TH AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 14	VALENTINE'S DAY.		
Wednesday Feb. 14 12:45 P.M. Luncheon	VALENTINE'S DAY LUNCHEON FASHION SHOW A group of designers and specialty shops will present a special fashion show for Valentine's Day during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 14 2:30 P.M.	SUMMER FASHIONS AT PRESS PREVIEW Lilly Dache will present millinery and complete costumes for Summer to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON
Wednesday Feb. 14 3:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview for the press of Miguel Dorian's Summer collection of dresses for daytime, cocktail and evening. Trade showings on <u>Thursday, Feb. 15, and Friday, Feb. 16 at 3:15 P.M.</u> By invitation only. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Postponed Feb. 15	PRESS PREVIEW BY DAN RIVER MILLS, ORIGINALLY SCHEDULED FOR FEB. 15, AT 10:00 A.M., HAS BEEN POSTPONED TO TUESDAY, FEB. 27 AT 10:00 A.M. (See pg.8).		
Thursday Feb. 15 1:00 P.M. Luncheon	SHOWING OF SPRING MILLINERY AT LUNCHEON "Spring Threshold"--Eve Tartar will present a collection of millinery for Spring during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Tartar Contact: TR. 9-3355. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EVE TARTAR (750 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Feb. 15 4:30 P.M. Cocktails	SUMMER FASHIONS AT COCKTAIL PREVIEW "Come And See What We're Brewing"--the press will be invited to the House of Lord's "Job-Warming" cocktail party for designer Natalie Renke, and a showing of Summer sportswear fashions. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	LORD'S SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Feb. 17	NATIONAL SEW AND SAVE WEEK. Contact: George Pounder, LE. 2-4455.		
Beginning Monday Feb. 19- March 16 9:00 A.M.- 12:00 Noon	PREVIEW OF EDITORIAL & ADVERTISED FASHIONS Charm, "Magazine For Women Who Work," will present a preview of editorial and advertised fashions from the May "Two Weeks With Pay" issue, at daily showings, February 19 through March 16, from 9:00 A.M. to 12:00 Noon, in the Charm Showroom, 1384 Broadway. For afternoon appointments, contact: Promotion Dept., MU. 3-8910. Publicity: Addie Weirnerman, MU. 3-8910.	CHARM MAGAZINE	1384 BROADWAY-CHARM SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 19 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Saks Fifth Avenue will present Spring fashions, designed by Maurice Rentner. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
Monday Feb. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING MILLINERY Presentation of Spring hats by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director and Show Commentator: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Tuesday Feb. 20 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their ready-to-wear Green Room fashions for Spring. Show promptly at 10:00 A.M. By invitation only. Publicity: Dervin O'Brien, EL. 5-5900.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Feb. 21 12:45 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON "Breath Of Spring"--special showing of Philip Hulitar's Spring gown collection at a benefit luncheon for the Memorial Cancer Center Unit. Furs--Gunter Jaeckel. Hats--Aranka. Jewels--Harry Winston. Price: \$3.25, with rummage. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Philip Hulitar Publicity: Mollie Baldwin, MU. 4-1822. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MEMORIAL CANCER CENTER UNIT	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 21 1:00 P.M. Luncheon	SHOWING OF ADELE SIMPSON FASHIONS De Pinna will present Adele Simpson fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000, Ext. 126. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA SERT ROOM
Feb. 22	WASHINGTON'S BIRTHDAY (Thursday--Legal Holiday).		
Saturday Feb. 24 11:00 A.M.	SHOWING OF FLEXEE FOUNDATION FASHIONS Presentation of coordinated Easter fashions by Namm's and Flexee Foundations. Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Monday Feb. 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a Spring collection designed by Nettie Rosenstein. Press by invitation. Public by reservation; contact: Mr. Chris, PL. 5-4100, Ext. 21. Saks Fifth Ave. Publ.: PL. 3-4000, Ext. 330.	SAKS FIFTH AVENUE	PARK LANE HOTEL BALLROOM
Tuesday Feb. 27 10:00 A.M.	FASHION SHOW AND PRESS CONFERENCE Dan River Mills will present a new process in textile chemistry, with applications of the new fabrics in children's, teen-age, junior misses and men's fashions in sportswear, blouses, beachwear, separates, shirts, piece goods and patterns. By invitation only. Publicity: Gloria Dangler of S. Richard Stern, PL. 9-6460.	DAN RIVER MILLS	CHANIN AUDITORIUM 122 E. 42ND, 50TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 27 1:00 P.M. Luncheon	SPRING & SUMMER CUSTOM COLLECTION Callot Soeurs will present the custom collection for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Feb. 28 12:45 P.M. Luncheon	SPRING SUITS & COATS AT LUNCHEON SHOWING Seymour Fox will present a collection of his suits and coats for Spring. Jewelry--Coro. Scarves--Glentex. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Seymour Fox, Coro, Glentex Publ.: Ann R. Silver Associates, MU. 7-8654. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	FOX AND CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 28 1:00 P.M. Luncheon	FRENCH MILLINERY AT LUNCHEON SHOW "Quelle Est L'Originale"--showing Spring millinery from Paris and Saks 34th St. copies. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Saks 34th Street Publicity: Frances Eisner, LA. 4-7000, Ext. 445. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Thursday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVENUE	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday March 5	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 5	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171
Tuesday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVENUE (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Wednesday March 7	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVENUE	PUBL.: SOPHIE SHONNARD	EL. 5-6800

Friday March 2 2:30 P.M.	PRESS PREVIEW OF FRENCH MILLINERY Gimbels will present a private press preview of American reproductions of French millinery originals. By invitation only. Show will be repeated on Monday, March 5, at 2:30 P.M. and 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR FRENCH SALON
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Wednesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring custom-order collection to the press at Gunther Jaeckel. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
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MUSIC...TELEVISION...THEATRE

Friday
Feb. 2
3:30 P.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
Ilka Chase will be hostess to Brigance, N.Y. designer, who will present his new fashions in coats and suits for Frank Gallant, Inc., sportswear for Sportsmaker, Inc.; and hostess gowns for Tula, Inc. Publicity: Helen Brattrud, PL. 5-2000.

Saturday
Feb. 3 OPENING: "THE ROSE TATTOO" MARTIN BECK THEATRE, 302 WEST 45TH ST.
Cheryl Crawford will present Tennessee William's new play about a Sicilian family which emigrated to the U.S. Gulf Coast. Stars: Maureen Stapleton and Eli Wallach. Director: Daniel Mann. Setting: Boris Aronson. Costumes: Rose Bogdanoff. Publicity: Wolfe Kaufman, LU. 2-3466.

Week
Of
Feb. 5 SECOND WEEK'S PROGRAM: D'OYLY CARTE CO. ST. JAMES THEATRE, 246 W. 44TH ST.
The D'Oyly Carte Company of London will present "The Gondoliers" for its second week's program. Publ.: Sam Stratton, LU. 2-5050; or CI. 6-9500.

Week
Of
Feb. 5 FOURTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Program: Mon. Eve., Feb. 5: Strauss' DER ROSENKAVALIER. Tues. Eve., Feb. 6: Strauss' DIE FLEDERMAUS. Wed. Mat., Feb. 7: Wagner's SIEGFRIED. Wed. Eve., Feb. 7: Verdi's LA TRAVIATA. Thurs. Eve., Feb. 8: Verdi's IL TROVATORE. Fri. Eve., Feb. 9: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Sat. Mat., Feb. 10: Wagner's SIEGFRIED. Sat. Eve., Feb. 10: Mozart's THE MAGIC FLUTE. Publicity: Margaret Carson, PE. 6-1200.

Tuesday
Feb. 6 OPENING: "BILLY BUDD" BILTMORE THEATRE, 261 WEST 47TH STREET
Chandler Cowles and Anthony B. Farrell will present a dramatization of Herman Melville's story. Stars: Dennis King, featuring Torin Thatcher. Director: Norris Houghton. Setting: Paul Morrison. Costumes: Ruth Morley. Publicity: G. & D. Ross, BR. 9-5906.

Wednesday
Feb. 7
3:30 P.M. TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2
Robin Chandler will be hostess at special Valentine presentation of Celeste Frocks for children. Publicity: Edith Behrens, PL. 5-2000.

Thursday
Feb. 8 OPENING: "NOT FOR CHILDREN" CORONET THEATRE, 230 WEST 49TH STREET
The Playwrights' Company will present Elmer Rice's new comedy, starring Betty Field and Elliott Nugent with J. Edward Bromberg and Ann Thomas. Director: Elmer Rice. Settings: John Root. Songs: Robert Emmett Dolan. Miss Field's Gowns: Mainbocher. Publicity: William Fields, CI. 5-7930.

Friday
Feb. 9 OPENING: "TI-COQ" BROADHURST THEATRE, 235 WEST 44TH ST.
Fridolin Productions in association with Messrs. Lee & J.J. Shubert will present a comedy written, directed and acted by an all-Canadian Company. Stars: Fridolin, who wrote and directed the play. Settings and Costumes: Jean Fournier de Belleval. Publicity: G. & D. Ross, BR. 9-5906.

Wednesday
Feb. 14 OPENING: "RAZZLE DAZZLE" ARENA THEATRE, 234 WEST 47TH STREET
Madeline Capp and Greer Johnson in association with David Heilweil and Derrick Lynn-Thomas will present the first musical revue-in-the-round. Stars: Pat Carroll, Lee Goodman, Kate Friedlich. Sketches and Lyrics: Mike Stewart and Leo Schumer. Choreography: Nelle Fisher and Jerry Ross. Music: Irma Jurist, Shelley Mowell and Bernice Kroll. Director: Edward Reveaux. Setting and Costumes: William Riva. Publicity: Richard Denenholz, PL. 7-0186.